

**A RESOLUTION TO URGE THE MICHIGAN STATE LEGISLATURE TO TAKE  
ACTION TO PREVENT ANY NEW INSTALLATION OR CONVERSION OF  
EXISTING OUTDOOR ADVERTISING SIGNS TO DIGITAL TECHNOLOGY UNTIL  
THE FEDERAL HIGHWAY ADMINISTRATION COMPLETES ITS STUDY AND THE  
MICHIGAN LEGISLATURE CONSIDERS LEGISLATION  
TO ACT ON THE RESULTS OF THAT STUDY**

Whereas the Michigan State Transportation Commission is responsible for establishing transportation policy for the Michigan Department of Transportation; and

Whereas the Michigan State Transportation Commission strives to promote and enhance the safety of the users of the state's transportation system; and

Whereas safety advocates have expressed increasing concern over distracted driving as a significant contributing factor in traffic crashes; and

Whereas the proliferation of digital technology in outdoor advertising may be contributing to driver distraction; and

Whereas the Federal Highway Administration (FHWA) is currently conducting a major study on potential driver distraction caused by the use of digital technology in outdoor advertising; and

Whereas the results of the study may suggest that significant restrictions on the use of digital technology in outdoor advertising are warranted; and

Whereas existing state statute allows for the use of digital technology in outdoor advertising, with some restrictions; and

Whereas, based on the safety concerns that have been expressed which provided impetus for the FHWA study, the importance of avoiding further compromise of public safety, where possible, and the fact that existing restrictions and limitations on use of digital technology in outdoor advertising may not be sufficient to protect the users of the transportation system; be it therefore

Resolved, that The Michigan State Transportation Commission urges the Michigan Legislature to act to prevent any new installations or conversions of existing outdoor advertising signs and or displays to signs or displays using digital technology until the Federal Highway Administration completes its study and the Michigan Legislature has sufficient time to consider and enact legislation consistent with the results of the study, to protect Michigan motorists.

Resolved, that The Michigan State Transportation Commission urges the Michigan Legislature to enact legislation that restricts the use of digital technology for both existing and future outdoor advertising signs that utilize digital technology, consistent with any findings and guidelines of the Federal Highway Administration.

Adopted by the State Transportation Commission  
(insert date, 2010)

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Chairman